

## Message Text

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PAGE 01 BOGOTA 02133 071951Z  
ACTION ARA-10

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P 071511Z MAR 77  
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AMCONSUL MEDELLIN  
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UNCLAS BOGOTA 2133

E.O. 11652: N/A  
TAGS: BEXP, CO  
SUBJ: PLASTICS PRODUCTION TECHNICAL SALES SEMINAR

REF: USDOC 02317; 76 BOGOTA A-156

1. ACOPLASTICOS, COLOMBIAN ASSOCIATION OF PLASTIC INDUSTRIES, THROUGH THEIR GENERAL DIRECTOR AND EXECUTIVE DIRECTOR, MESSRS ALFONSO SUAREZ FAJARDO AND ROBERTO MARTINEZ, HAS EXPRESSED KEEN INTEREST AND ENTHUSIASM IN SUBJECT SEMINAR IN BOGOTA DURING INDICATED DATES. BOTH STATED THAT THE ASSOCIATION WILL PROVIDE FULL SUPPORT TO THE ORGANIZATION AND DEVELOPMENT OF SEMINAR IN TERMS OF DISSEMINATION OF INFORMATION OF SAME THROUGH THEIR SPECIALIZED PUBLICATION, DELIVERY OF BASIC DATA ON THE SEMINAR TO THEIR MEMBERS, AND ALSO WITH THE PHYSICAL PRESENCE OF BOTH SUAREZ AND MARTINEZ DURING THE INAUGURATION OF SEMINAR. ACOMPLASTICOS SUGGESTED THE FOLLOWING SEMINAR TOPICS:

A. PLASTICULTURA- REFERS TO THE USE OF PLASTICS WITHIN THE AGRICULTURAL SECTOR. JUSTIFICATION: THE USE OF PLASTICS IN THE AGRICULTURAL SECTOR IS WIDESPREAD IN COLOMBIA. IN SPITE OF THE FACT THAT THERE IS NO SPECIFIC PATTERN IN TERMS OF TYPE  
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AND QUALITY OF THE PLASTIC MATERIALS, THEY ARE AMPLY USED FOR SOIL MULCHING, GREENHOUSE ROOFING, TERRAIN PREPARATION, FOR WATER CONSERVATION IN SMALL BASINS AND FOR WATER DISTRIBUTION THROUGH COATED CHANNELS OR PIPING. IN THE FOOD PACKING FIELD THERE EXISTS A STRONG DEMAND FOR PLASTIC MATERIALS.

B. THE USE OF PLASTICS IN THE CONTRUCTION INDUSTRY. JUSTIFICATION: PLASTICS ARE USED EXTENSIVELY WITHIN COLOMBIAN CONSTRUCTION INDUS-

TRY. A WIDE LINE OF PLASTIC BATHROOM ACCESSORIES IS NOW BEING INSTALLED BY CONSTRUCTION COMPANIES. REINFORCED PLASTICS PLAY A KEY ROLE IN THE PRODUCTION OF LIGHT FLOOR COVERINGS, DECORATION PANELS, PRESSURE PIPES AND HOUSES, SINCE THEY HAVE PROVED TO BE EXCELLENT THERMAL INSULATORS. C. THE USE OF PLASTICS IN THE AUTOMOTIVE INDUSTRY. JUSTIFICATION: THE LOCAL AUTOMOTIVE ASSEMBLY INDUSTRY, HAS SWITCHED TO THE USE OF PLASTICS DUE TO THE HIGH COSTS, EXCESSIVE WEIGHT AND VULNERABILITY TO NATURAL ELEMENTS OF OTHER TRADITIONAL MATERIALS SUCH AS TINPLATE, STEEL AND RELATED PRODUCTS, NATURAL RUBBER AND WOOD. THIS IS PREPARE AND SUBMIT TO COMMERCE COMPLETE BUDGET FOR TSS.

4. POST ALSO WOULD LIKE TO INFORM USDOC THAT THE FIRST SPECIALIZED FAIR OF THE PLASTIC SECTOR IS TO BE HELD IN THE CITY OF MEDELLIN BETWEEN SEPTEMBER 16-25, 1977, TOGETHER WITH ACOPLASTICOS ANNUAL CONVENTION. ACOPLASTICOS SHOWED HIGH INTEREST IN HAVING A REPRESENTATIVE FROM THE U.S. EQUIPMENT AND MACHINERY. POST BELIEVES THAT SUCH PARTICIPATION WILL GREATLY ENHANCE SUCCESS OF TSS. AS SOON AS ACOPLASTICOS RELEASES FURTHER AND MORE COMPLETE INFORMATION ON THE ORGANIZATION OF THIS YEAR, EMBASSY WILL TRANSMIT IT TO USDOC.  
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